REGISTER OF CLASSIFICATION DECISIONS

Date of entry in Register:	07 July 1997
Name of applicant/court:	Fritz Petersen
Applicant to the Labelling Body:	Not Applicable
Title of Publication:	New Cunts 75
Other Known Titles:	Not Stated
Director:	Not Applicable
Producer:	Not Applicable
Publisher:	Color-Climax Corporation
Author:	Not Applicable
Format:	Magazine
Country of Origin:	Denmark
Language:	English, German, French, Spanish

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Components of film originally examined: Not Applicable.

Feature:	Running time:
Trailers:	Running time:
	Total Running time:

Excision/Alteration: No.

Reason(s) for Excision:

Not Applicable.

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Classification Decision:

Objectionable except if the availability of the publication is restricted to persons who have attained the age of 18 years.

Display conditions:

Section 27

Either

That when the publication is on public display, the classification given to the publication must be shown on the publication; or any package in which the publication is kept
and
That the publication must be publicly displayed only in a sealed package
and
That where the publication is publicly displayed in a package, the package must be made of opaque material
and
That the publication must be publicly displayed only in premises, or a part of premises, set aside for the public display of restricted publications (whether or not articles other than restricted publications are also displayed in those premises or that part of those premises).

Or

That the publication, must not be publicly displayed in any place in which the publication is available for supply, and must be shown only to persons making a direct request for the publication.

Descriptive Note:

Not Applicable.

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Direction to issue a label has been given on: Not Applicable.

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SUMMARY OF THE REASONS FOR DECISION:

The magazine entitled *New Cunts 75* is classified as:
Objectionable except if the availability of the publication is restricted to persons who have attained the age of 18 years.

The magazine provides a sustained number of depictions of sexually explicit activity such as fellatio, cunnilingus, and anal and vaginal intercourse. The sustained emphasis on such imagery illustrates the extent to which the magazine presents women as insatiable sex objects and as body parts. The focus on the women's genitals in close-up also reduces women to specific body parts. These images are presented for the sole purpose of sexually arousing the magazine's readership who

are predominantly male. The combination of the high quality photography, and the sheer quantity of similar material reinforces the theme of the sexual availability of women generally. These dehumanising images of women may, to a limited extent, reinforce negative social messages such as those pertaining to women's sexual availability. However these images are relatively few and are balanced by a proportionately high number of full body shots that present a more balanced view of women as sexually involved and aroused as whole persons.

Given the type of material contained in the magazine, the Classification Office considers that unless the availability of the publications was restricted to an adult readership, the magazine would be considered as injurious to the public good.

The New Zealand Bill of Rights Act 1990 (NZBR Act) has been considered in determining this classification and the Classification Office considers that while s14 of the NZBR Act applies, restrictions on the availability of the publication are both reasonable and demonstrably justifiable given the manner in which sexually explicit activity is presented.

OFLC Ref: 9700686